MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/ 2017

BMR 3844 – MARKETING CHANNEL MANAGEMENT

(DISTANCE EDUCATION)

31 MAY 2017
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages only (including cover page) with 5 Questions only.

2. Answer **ALL** the questions. The distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer **ALL**questions.

QUESTION 1

(a) What are the ways in which a franchise contract motivates a franchisee to cooperate with the franchisor? (10 marks)

(b) What are the positive and negative aspects of these contracts from the franchisee's viewpoint and from the franchisor's viewpoint? (10 marks)

(Total 20 marks)

QUESTION 2

What are the causes and effects of both service gaps and cost gaps? Discuss with examples.

(Total 20 marks)

QUESTION 3

What is service output? Briefly describe the SIX categories of service outputs.

(Total 20 marks)

QUESTION 4

Define marketing channel and list EIGHT generic channel flows. Give an example where a channel member performs only one flow for the channel and give another example of a channel member who participates in all eight channels.

(Total 20 marks)

QUESTION 5

Why are third-party distributors typically able to provide better market coverage than vertically integrated manufacturers? Discuss any FOUR reasons.

(Total 20 marks)

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